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01/09/2012 Minutes

Arlington Diversity Task Group (ADTG)

January 9, 2012 Minutes

Approved on February 13, 2012

- I. Present: Claire Carswell, Cheryl Hamilton, Louise Popkin, Miriam Stein
- II. Minutes approval
Committee members approved the December 2011 meeting minutes
- III. Agenda discussion

A. Social Media

Cheryl facilitated a discussion on the use of social media and the benefits and drawbacks of different sites including Facebook (target audience generally 25-35yrs), Twitter (30-45yrs) and Linked-In (adult career networking platform). Discussion focused on the need to post on the site regularly (3-5 time a week at minimum) or risk losing followers. Cheryl noted how using programs like Hootsuite can make this easier since content can be developed ahead of time and scheduled for specific release dates. Posts on either Facebook or Twitter should be designed to encourage conversation and/or sharing (aka, the content is so compelling people want to repost on their sites or make comments others will see). Task Group can choose to let people post on the Facebook page directly and/or manage the settings so only Task Group can post – the preference would be the former to encourage activity. Committee brainstormed potential content including profiles of diverse community members, international restaurants and markets to feature and cross-cultural events. Committee also felt that the social media sites would be a good place to feature the “What does diversity mean to you” statements.

A proposal was raised to decide what to name the facebook page (ie, Arlington Diversity Task Group) or something more catchy and inclusive that reflects the mission of the task group more than the name itself. Unable to come up with name as a group, Cheryl offered to draft an online survey that could be forwarded to the larger task group community for their ideas with a free dinner at a local restaurant.

B. Refugee/Immigrant Discussion

Committee further brainstormed the idea of hosting an event at the library, town hall or Regent Theater around the anticipated 60 minute TV piece featuring the lost boys of Sudan who live, among other cities, in Arlington, MA. The show is scheduled for late February or Early March. Cheryl believed her organization could help speak at the event and recruit the guests of honors. She was going to investigate locations (NOTE: Since the meeting, Cheryl learned that her organization is going to be hosting a separate event the same evening with some donors and will not able to participate, unfortunately. A decision to move forward separately needs to be discussed.)

C. Superintendent Diversity Advisory Committee

Miriam shared that the search for teachers of color continues and any support or leads for this effort would be appreciated.

III. Conclusion

Miriam also invited committee members to consider volunteering to be co-chair of the Diversity Task Force.